

IBE has become the annual occasion for the bakery industry of Asia Pacific region. It is a gathering for the industry players to preview coming year trends, plans and ideas. It helps the bakery market to grow with the availability of more new opportunities. Booming population and rising purchasing power of consumers in the region, especially China and India, drive the market for bakery ingredients, equipment and machinery. The expected growth in coming years would be a double digit figure.

Hong Kong International Bakery Expo (IBE) was held during 30th Nov – 2nd Dec 2017 Hall 5FG Hong Kong Convention and Exhibition Centre. Gathered exhibitors and brands from 7 countries including Canada, China, Italy, Japan, South Korea, Taiwan and Thailand and over 24,000 trade visitors, delegates, associations, pastry chefs, culinary schools and bakery lovers from over 35 countries and regions e.g. Andorra, Australia, Britain, China, India, Indonesia, Italy, Japan, Korea, Malaysia, Morocco, New Zealand, Russia, Singapore, Spain, Taiwan, Thailand, Philippines and the USA. It is exciting that local and oversea renowned pastry chefs to showcase their masterpieces on the fair. Main exhibitors include Italian professional mold supplier Silikomart, Japanese sugar supplier Nagase, Korean brand Woojung Bakeware and North American chocolate supplier Blommer etc. Giving fresh element to IBE, visitors are able to share latest bakery product trends and innovative technique.

“The increasing purchasing population and spending power of Asia Pacific boosts the markets of bakery ingredients, equipment and machinery. Eventually, make IBE a trending and prospective exhibition outshining normal marketing companies in information exchange and industry business” said Mr. Kenny Lo, Chef Executives of Organizer-Vertical Expo Services Co. Ltd.

This year, IBE pays tribute to baking and dessert masters from all over the world. Over **30** professional demonstrations and workshops will be held in the venue. Audience can observe the excellent skills of world-class masters at close quarters. This year, the organizer was fortunate to invite Mr. Ken Lee, a celebrity chef from Baking Channel, Ms. Lidia Lourenco, the talented cake designer in Macau, Mr. Stephane Reinat, chief technical officer and Mr. Peter Yuen, the international bread master. Learning from the master class and enjoying the international competitions, this year-end event is definitely industry visitors and baking enthusiasts would be missed!



Highlighted activities include:

- **NEW! “Euro-Asian Bread Creative Presentation”** – Bread is no longer a cuisine on western menu. Renowned pastry chef masters demonstrate how to integrate western ingredients with Asian styles. It is imaginable that you are irresistible to their knowledge and skills and also the aroma of freshly-baked bread.
- **NEW! “Dessert Table Paradise”** – Custom-made dessert table is hugely popular which attracts eye-popping social media and creates business opportunities. Come and have fun!
- **“International Cake Competition – Wedding Cake Competition”** - Get some ideas from participants coming from different regions with their fascinating work!
- **“IBE Creativity Awards”** – Mini Cake Competition and Sugar Floral Arrangement Competition challenge your creativity.
- **“Masters’ Cakes Parade”** – World famous landmarks made of chocolate! Do not miss out "Masters' Cakes Parade"!



In response to the trending of bakery industry, the organizer will host the first and only public bakery show – **Hong Kong Bakery Carnival** in Hong Kong Convention and Exhibition Center, from **July 6 to July 2018**. To provide a festival for bakery enthusiasts with bakery workshops, demonstration, baking cultural experience and diversified exchange platforms.

The 7th Hong Kong International Bakery Expo will continue to bring the latest baking technologies and products to the industry from **December 6 to December 2018**.

About the Organizer

Vertical Expo Services Company Limited (VES) is specialized in organizing international trade fairs and conferences, cover a variety of industries including agriculture products, elderly-care, death-care, adult & health, etc. VES is headquartered in Hong Kong and works closely with different trade and government official bodies. For further show information or media enquiries, please contact the organizer.

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